



### 3.4.3\_file no:4- Report on Swachh Bharat Abhiyaan

#### SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.

Beedupalli Road, Prasanthi Gram, Puttaparthi, Anantapur – 515 134.

**Title of the Report: Swatch Bharath – Walk with Nature**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN

Ms. Tanuja

Ms. Keerthi

Mr. Prasananjeya Reddy

#### Summary:

"God made you, God made me.

God made trees, God made leaves.

God says: please take care of these..."

It's always fun to help and be with our green friends as they help to keep our environment clean, in purifying air and giving us oxygen to survive.

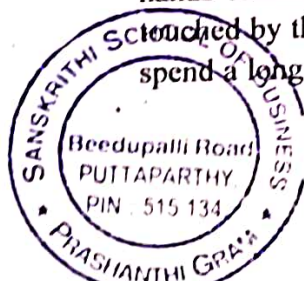
#### **Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 04 Faculty Coordinators and 85 Engg. Students have participated in this event.
- c) Location: Amagundepalyam Trekking – Walk with Nature (35 KMS away from campus)

#### **Findings and Suggestions:**

The emphasis is not on finding out names or identifying things as one might do on a 'nature walk'. We find that we must develop the tenacity and patience needed to simply watch nature. Sometimes children are accustomed to the fast paced changes and excitement that nature shows on television can provide. But they soon learn that nature really has its own rhythm and takes time to unfold its movement; it is not an entertainment but more the reward of diligent observation and sustained interest.

After moving to our campus at Puttaparthi, the walks have become even more intense and relevant. They have helped us look at learning and attention in a direct sense. The duration of the walk is from three hours and a half. For a little while, we sit quietly watching the sunset on our own. For some students, this can be quite difficult — though they are silent, their hands remain restless! Even these students do have their quiet moments, when they are touched by the magic happening around them. We reach a beautiful and interesting spot, and spend a long time exploring and climbing. On these occasions, there isn't necessarily a focus



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on being quiet. These walks have also helped us get to know our neighbours more closely. Initially, none of the villagers could comprehend our strange and purposeless walks! Over time, we have become a regular fixture in the village surroundings. The students spend a long time playing with and fondling the cattle and their young. We watch and understand the rhythm of the farmers' lives, and we eat the crops they grow — rice, pulses and fruits.

Except from the books and courses let's teach our children to clean the resources.



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Mr. Anil Kumar TN (PO)  
Mr. Rama Krishna  
Mr. Rajasekhar  
Dr. Srinivasan  
Mr. Karimulla Basha (HoD)  
Ms. Prasanthi  
Dr. Venkateshan  
Prof. Kameshwararao (Principal)  
Ms. Khuteja  
Mr. Lingamaiah

### Our festival mission is to:

Conducted cleanliness drive for creating awareness among the public in the Beedupalli Village – Behind the Campus. The NSS volunteers actively participated in creating awareness by taking door to door campaign to the public, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 110.

### **Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 10 Faculty Coordinators and 230 MBA Students have participated in this event.

### **Findings and Suggestions:**

There was a big push by all the students and faculties along with the Management in making this event a very grand success with the association of Department of Police and Municipal Corporation – Puttaparthi. As a guest of honour we have Mr. Ratnakargaru (Head of the Ptp), DSP, CI and team of Municipality who have started this event by flag hosting.

All the students had a wonderful time with more of energetic participation. All of them are very interested to have some new feeling and experience. This event was self financed by the Institution Management; we request to grant some funds from the university.



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## SANSKRITHI SCHOOL OF BUSINESS

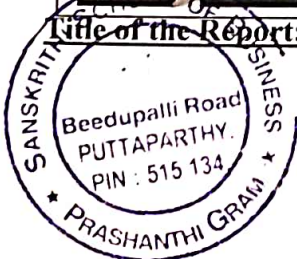
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**First clean then healthy will one day make you wealthy**



**Title of the Report: Swatch Bharath – Clean Campus**



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### Team Members: (Faculty Coordinators)

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Venkateshan

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### Executive Summary of the Report:

- c) Find the visuals in the Photo Album
- d) 3 Faculty Coordinators and 95 MBA Students have participated in this event.

### Findings and Suggestions:

Swatch Bharat Mission runs by ministry of HRD in India from 2nd October 2014 to 2019. In this series once again Sanskrithi School of Business celebrated Swachh Bharat Mission in the College premises dated on 1/1/2018

The College campus was cleaned by the students, the cleaning of polythene bags, collecting dirty materials and fencing around the plant plantation site and the wastage was dispersed in to the dumping yard. The students also cleaned the playground which was partially covered with unnecessary plants. The students also watered the plants.

Various cleanliness and hygienic aspects were discussed in the morning assembly. Mr. Anil Kumar TN, PRO also highlighted the vision of Hon'ble Prime Minister of India about Swachh Bharat Mission. He also explained about Mahatma Gandhiji's dream of a clean India. He also told cleanliness is required to live healthy, as Cleanliness is equal to Godliness.



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**Our little contribution in Swachh Bharat mission can bring big changes.**



Heaven could be on earth,  
Cleanness is something  
Which has priceless worth.



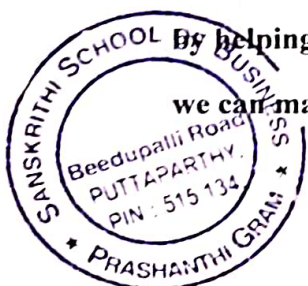
**We call our country mother;**

**By helping in clean India mission**

**we can make her clean forever.**

*Dr. Balakrishna*  
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**2019-20**

**Title of the Report: Swatch Bharath – Beedupalli Village**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Sai Shankar

**Our festival mission is to:**

Conducted cleanliness drive for creating awareness among the public in the Beedupalli Village – Behind the Campus. The NSS volunteers actively participated in creating awareness by taking door to door campaign to the public, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 110.

**Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 3 Faculty Coordinators and 110 MBA Students have participated in this event.

**Findings and Suggestions:**

All the students had a wonderful time with more of energetic participation. All of them are very interested to have some new feeling and experience. There were few villages who have also joined with us in this Swatch Bharath Mission. Only request is to grant some funds for the event through government to make this village unique and special, as to set an example from others.



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**2019-20**

**Title of the Report: Swatch Bharath – Beedupalli Village**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Sai Shankar

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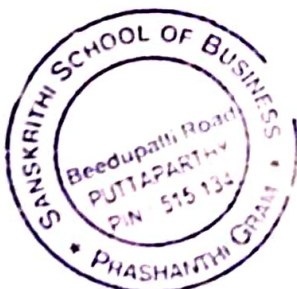
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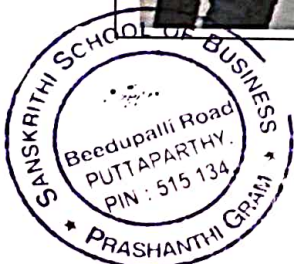


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Let's take the nature side and make Swachh Bharat Mission our pride.



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### UNNAT BHARAT ABHIYAN

#### Village Survey and Baseline Household Survey at Cluster Village Kotlapalle under Unnat Bharat Abhiyan Program

A Village survey and Baseline Household survey was conducted in the Cluster village **Kotlapalle** of Puttaparthi Mandal, Sri Sathya Sai District Andhra Pradesh as a part of “Unnat Bharat Abhiyan” program on 14.03.2022. About 30 student volunteers of our college formed into groups, had participated and successfully completed the Baseline Household Survey in the villages under the supervision of faculty in coordination with the villages’ Heads and villagers.



Unnat Bharat Abhiyan at Kotlapalle Village  
Principal  
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#### **UNNAT BHARAT ABHIYAN**

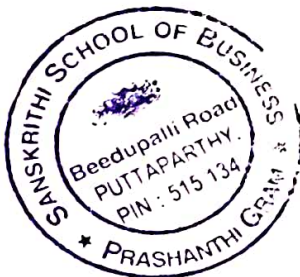
#### **Village Survey and Baseline Household Survey at Cluster Village Nidimamidi under Unnat Bharat Abhiyan Program**

A Village survey and Baseline Household survey was conducted in the Cluster village **Nidimamidi** of Puttaparthi Mandal, Sri Sathya Sai District Andhrapradesh as a part of “Unnat Bharat Abhiyan” program on 12.03.2022. About 30 student volunteers of our college formed into groups, had participated and successfully completed the Baseline Household Survey in the villages under the supervision of faculty in coordination with the villages’ Heads and villagers.



**Unnat Bharat Abhiyan at Nidimamidi Village**

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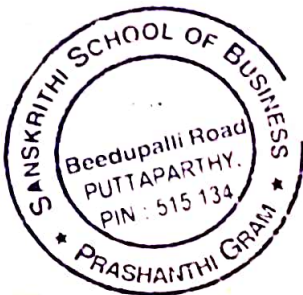
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### UNNAT BHARAT ABHIYAN

#### Village Survey and Baseline Household Survey at Cluster Village Brahmanapalli under Unnat Bharat Abhiyan Program

A Village survey and Baseline Household survey was conducted in the Cluster village **Brahmanapalli** of Puttaparthi Mandal, Sri Sathya Sai District Andhrapradesh as a part of “Unnat Bharat Abhiyan” program on 09.03.2022. About 30 student volunteers of our college formed into groups, had participated and successfully completed the Baseline Household Survey in the villages under the supervision of faculty in coordination with the villages’ Heads and villagers.



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**Unnat Bharat Abhiyan at Brahmanapalli**



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**Title of the Report: Children's Day**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Manian

Mr. Sai Shankar

**Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 3 Faculty Coordinators and 15 MBA Students have participated in this event.

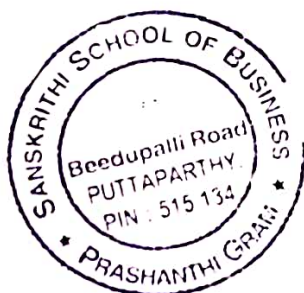
**Findings and Suggestions:**

While kids studying in private and international schools enjoy many amenities, for their government school counterparts, it's not the case often.

Mr. Naveen Kumar. Student of II MBA - SSB, a volunteer said, "We want to change the government school atmosphere into a 'modern' school environment on Children's Day (November 14) and we want to bring a sense of pride/ownership among children studying here. Call it an attempt to transform a government school into a modern one."

Mr. Sravan Kumar, Senior MBA grad – SSB, a volunteer said, "We believe that every child has equal rights to study, play, grow, stay healthy and shine in every aspect of life. These children are the future of the country. They will grow up just the way we mould them onto. They need a good healthy environment, proper facilities, plentiful love and attention to grow up."

We request the university to grand some funds, to make such events even more memorable to the volunteer as well the govt. Students.

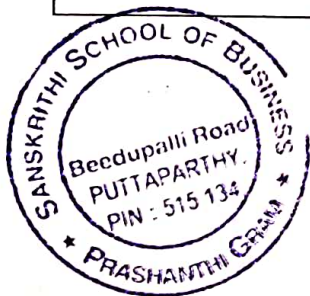


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PHOTO ALBUM



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### Title of the Report: Bike Rally (Kerala Relief Fund Program)

#### Team Members: (Faculty Coordinators)

Mr. Anil Kumar TN

#### Summary:

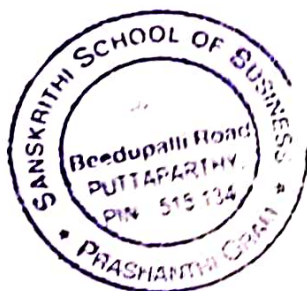
Kerala is in the midst of unprecedented flood havoc. The calamity has caused immeasurable misery and devastation. Many lives were lost. Hundreds of homes were totally destroyed and many more were damaged. For the first time in history, 27 dams in the State had to be opened. Never before had the State witnessed a calamity of this scale. In the fight against the flood, we have braved the odds.

Now it is our duty to help the affected rebuild their lives. The path to recovery can be long & arduous, but you can make a difference by joining the rebuilding efforts. Contribute generously to the Chief Minister's Distress Relief Fund. We the sanskrithians have planned to conduct the Bike Rally on Awareness and also to get some financial contribution from local rural people located in and around our campus.

We have collected approx. 8000 INR on behalf of our Sanskrithi Group of Institutions – Puttaparthi, which will be transferred to our CM Relief Fund soon.

#### Executive Summary of the Report:

- Find the visuals in the Photo Album
- 01 Faculty Coordinators and 25 Engg. Students and 10 MBA Students have participated in this event.
- Route Map: Puttaparthi, Bukkapatnam, Kothcheruvu and Prashanthi Gram



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# NSS Report - Bike Rally | 2018

## PHOTO ALBUM



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### Title of the Report: Independence Day Celebrations

#### Team Members: (Faculty Coordinators)

Mr. Anil Kumar TN  
Ms. Prasanthi E  
Ms. Vijayasree  
Mr. Rajasekhar

#### Summary:

On 15 August 2018, Sanskrithi School of Business, celebrated Independence day with zeal and spirit befitting the occasion. Group Director of Sanskrithi Group of Institutions, Dr. P Narayana Reddy and staff and students graced the occasion. The Indian tricolor was unfurled in the school field in the morning. Thereafter, the cultural program began with the lighting of the lamp. The school choir set the pitch for the program with prayer songs. The school choir enthralled the audience with the patriotic songs they sang. Students also danced to the song 'Maa Thujey Salaam'. This colourful presentation received much deserved applause from the audience present. The Principal, Dr. Srinivasan thanked the students and staff for their encouraging presence. Post this cultural extravaganza, students participated in games that were organized by staff. There was a match between the Sanskrithi School of Engineering and Sanskrithi School of Business. The prizes they won added cheer to the day.

#### Executive Summary of the Report:

- Find the visuals in the Photo Album
- 05 Faculty Coordinators and students of both Engineering and MBA have participated in this program
- Date: August 15, 2018



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# Independence Day Report | 2018

## PHOTO ALBUM



సంస్కృతి ఇంజనీరింగ్ కళాశాలలో ట్రోఫి  
అందజేస్తున్న కళాశాల డైరెక్టర్ నారాయణరెడ్డి



*Dr. Balu Koteswari*  
**PRINCIPAL**  
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PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.

2018-19

**Title of the Report: Swatch Bharath – Sanskrithi Mahan**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)  
Mr. Rama Krishna  
Mr. Rajasekhar  
Dr. Srinivasan  
Mr. Karimulla Basha (HoD)  
Ms. Prasanthi  
Dr. Venkateshan  
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## PHOTO ALBUM



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**Title of the Report: Swatch Bharath – Clean Campus**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

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Mr. Venkateshan

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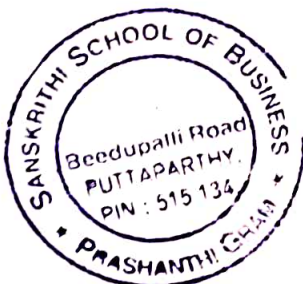
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# PHOTO ALBUM



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Ananthapuramu (D), A.P.

2017-18

**Title of the Report: Swatch Bharath – Beedupalli Village**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Sai Shankar

**Our festival mission is to:**

Conducted cleanliness drive for creating awareness among the public in the Beedupalli Village – Behind the Campus. The NSS volunteers actively participated in creating awareness by taking door to door campaign to the public, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 110.

**Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 3 Faculty Coordinators and 110 MBA Students have participated in this event.

**Findings and Suggestions:**

All the students had a wonderful time with more of energetic participation. All of them are very interested to have some new feeling and experience. There were few villages who have also joined with us in this Swatch Bharath Mission. Only request is to grant some funds for the event through government to make this village unique and special, as to set an example from others.



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## PHOTO ALBUM



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**SANSKRITHI SCHOOL OF BUSINESS**

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Beedupalli Road, Prasanthigram, Puttaparthi, Anantapur – 515 134.

**2019-20**

**Title of the Report: Swatch Bharath – Walk with Nature**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN

Ms. Tanuja

Ms. Keerthi

Mr. Prasananjeya Reddy

**Summary:**

"God made you, God made me.

God made trees, God made leaves.

God says: please take care of these.."

It's always fun to help and be with our green friends as they help to keep our environment clean, in purifying air and giving us oxygen to survive.

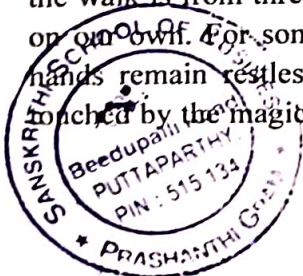
**Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 04 Faculty Coordinators and 85 Engg. Students have participated in this event.
- c) Location: Amagundepalyam Trekking – Walk with Nature (35 KMS away from campus)

**Findings and Suggestions:**

The emphasis is not on finding out names or identifying things as one might do on a 'nature walk'. We find that we must develop the tenacity and patience needed to simply watch nature. Sometimes children are accustomed to the fast paced changes and excitement that nature shows on television can provide. But they soon learn that nature really has its own rhythm and takes time to unfold its movement; it is not an entertainment but more the reward of diligent observation and sustained interest.

After moving to our campus at Puttaparthi, the walks have become even more intense and relevant. They have helped us look at learning and attention in a direct sense. The duration of the walk is from three hours and a half. For a little while, we sit quietly watching the sunset on our own. For some students, this can be quite difficult — though they are silent, their hands remain restless! Even these students do have their quiet moments, when they are touched by the magic happening around them. We reach a beautiful and interesting spot, and



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spend a long time exploring and climbing. On these occasions, there isn't necessarily a focus on being quiet. These walks have also helped us get to know our neighbours more closely. Initially, none of the villagers could comprehend our strange and purposeless walks! Over time, we have become a regular fixture in the village surroundings. The students spend a long time playing with and fondling the cattle and their young. We watch and understand the rhythm of the farmers' lives, and we eat the crops they grow — rice, pulses and fruits.

### PHOTO ALBUM



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## SANSKRITHI SCHOOL OF BUSINESS

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### CONTENTS

1. Management Week
2. Fresher's day
3. Teachers Day celebration
4. Two day FDP on Data analytics, with R
5. Two day FDP on transforming teaching faculty into the best performers.
6. Fashion Day celebrations
7. Food festival
8. Cooking competitions
9. Guest lectures
10. Industrial visits
11. Mini Projects
12. French classes
13. Swachha Bharath
14. Cultural activities



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## **SANSKRITHIANS VISIT METRO**

Industrial visit has its own importance in a career of a student who is pursuing a Professional degree. It is considered as a part of college curriculum, mainly seen in engineering/MBA courses. Objectives of industrial visit is to provide students an insight regarding internal working of companies. By visiting industries, they will get all answers for their Questions. They can communicate with different people who are already in the student's interesting field. The students can ask different questions to the professionals working with the industries and try to make a clear path to their career. Sanskrithi School of Business Students participated in the Namma Metro Bengaluru - Industrial Visit. They had a great interaction with the team officers and had a good response and positive feedback. MBA grads had a good work at place to know the operations, Management skills, Marketing Strategies etc. with Reference to the Metro Project on field.

### **National Management Week**

**Organized as a part of AIMS call  
By**

**Sanskriti School of Business, Puttaparthi, AP, India  
01—08-2017 to 07-08-2017**



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## **MESSAGE FROM THE CHAIRPERSON**

Dear Reader,

All the students recruited from Sanskrithi Group of Institutions have proved to be a great asset to all the companies/organizations they joined. We have witnessed these students achieve great heights in their life. We shall leave no stone unturned to groom our students, not only in their chosen discipline, but also broaden their mind-sets and create positive attitudes thus equipping them with all qualities to make them an asset to whichever institute/organization they may join. The Students undergo a mandatory internship semester (6th Semester) at various industries in India & abroad, preparing them for future and enabling them to acquired required skills for corporate. Corporate Connect is a team of highly motivated teachers who form a link between the companies & students to ensure a smooth encounter of transition.

### **SUSTAINABLE LIVING — T . PAVAN KUMAR**

Mr Pavan Kumar the founder of Diabetic Food International (DFI) addressed our student this month, the session dealt with the importance of sustainable living and development of society.

Diabetic Food International (DFI) has been established with Social Objectives of bringing back Millets to daily diets world over and sup-porting millet farming and farming communities.

Reviving the different varieties of Millet and Millet products is one of the important goals of DFI. This Goal has been taken up realizing the nutritional potential of millets and its role in the prevention and manage-ment of diabetes, obesity, heart disease and other lifestyle diseases.



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### Schedule of the Programs

| S.No | Date       | Theme of the Programs                                                                                                                                        |
|------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | 01-08-2017 | Inauguration of the program and Debate on Role of Management Education for the Rural Society.                                                                |
| 2    | 02-08-2017 | A field visit to understand problems of Rural vendors on the market day-Report Submitted to the Municipal Authorities to solve the problems of Rural vendors |
| 3    | 03-08-2017 | Road safety Awareness campaign in Association with Traffic Police of Puttaparthi.                                                                            |
| 4    | 04-08-2017 | Gurukula - One with nature : Trekking on Hillock (Learning Through Trekking)                                                                                 |
| 5    | 05-08-2017 | Street food hygiene: Awareness programme among unorganized street food vendors surrounding to Puttaparthi.                                                   |
| 6    | 06-08-2017 | New Agri-Business models for drought prone farmers.                                                                                                          |
| 7    | 07-08-2017 | Valedictory and concluding Day                                                                                                                               |



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August 7,

## NATIONEMENT WEEK CELEBRATIONS

### 2017 The Inauguration

Sanskriti School of Business is celebrating Management Week 2017 wherein a series of events are being organized. The celebration began on Tuesday.

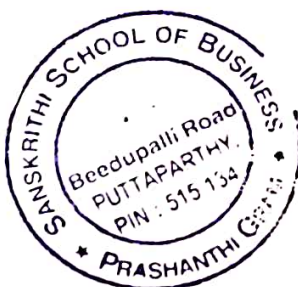


Management Week Celebration  
get started by lightening the lamp



Sanskriti School of Business honoured the chief  
guest on the day Dr.P.Narayana Reddy, Group  
Director, Sanskriti Group Of Institutions  
On the Stage: Group Director, Dr.P.Narayana  
Reddy (Middle) , Dr.A.Srinivasan, Principal-SSB  
(Right), Mr.S.Md. Karimulla Basha (left)

*Dr. Balakrishna*



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The management week celebrations will include a programme on Inspirational Talk by Professors of management studies. Mr. Vijaya Baskar Reddy, chairman, Sanskrithi Group of Institutions addressed the management students it is very important to know the rural pulse to grow in the business. Dr. P. Narayana Reddy, Group Director of Sanskrithi Group of Institutions opined that management education is required to all disciplines to benchmark themselves in their respective field. Without management it is very much equivalent to grope the target under uncertainty. Dr. P. Srinivasan, Principal, Sanskrithi School of Business welcomed all the students and waved the green signal to start the programme.

August 7,

### NATIONAL MANAGEMENT WEEK CELEBRATIONS

2017

#### ఘనంగా జాతీయ మేనేజ్మెంట్ వారోత్సవాలు



పుట్టపర్తి అర్చన్: పుట్టపర్తి సమీపంలోని సంస్కృతీ విజయని స్కూల్లో మంగళవారం ఘనంగా జాతీయ మేనేజ్మెంట్ వారోత్సవాలు నిర్వహించారు. ఏడవదిన్నె సంవత్సరం జరుపుకున్న మేనేజ్మెంట్ కళాశాలలు జాతీయ వారోత్సవాలు నిర్వహిస్తున్నట్లు చైర్మన్ విజయ భాస్కర్ రెడ్డి అన్నారు. వారం రోజుల పాటు ఎంటీపీ విద్యార్థులంతా ఏడు రకాల కార్యక్రమాలపై ఆవగాహన కల్పించనున్నట్లు చెప్పారు. కార్యక్రమంలో భాగంగా సమాజం కోసం మేనేజ్మెంటు విద్య, రోడ్డు పక్కన చిరు వ్యాపారుల సమస్యలు, వ్యవసాయ పరిశ్రమల అభివృద్ధి, చిరుతిళ్లు, హోటళ్ల పరిశుభ్రత, వాహన దారుల రక్షణ వంటి కార్యక్రమాలపై ఆవగాహన పెంపొందిస్తున్నట్లు చెప్పారు. కార్యక్రమంలో విద్యార్థులు, అధ్యాపకులు పాల్గొన్నారు.

సాక్షి Wed, 02 August 2017  
epaper.sakshi.com/?c/21043817

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The Management week conducted by Sanskrithi School of Business from 01-08-2017 to 07-08-2017

This News was published in the Local eminent news paper

1. Debate on — Role of Management for the Rural Society —

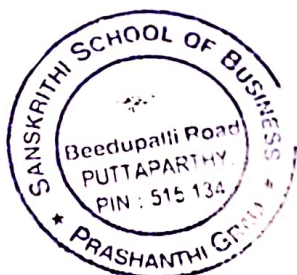


NATIONAL MANAGEMENT WEEK CELEBRATIONS

2017

**Objectives of the Debate :** The major objectives kept in mind while framing this Faculty Development Programme were as follows:

- ☐ To understand what Debate is?
- ☐ How to conduct the Debate?
- ☐ To make participants familiar with Participation.
- ☐ To understand the application of right ideas and techniques while Debating.
- ☐ To understand to be a good listener and speaker.



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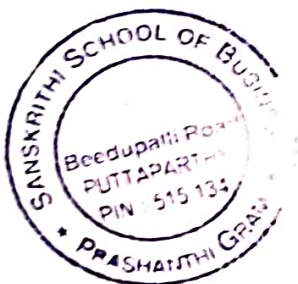
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## 2. A Survey on — Problems faced by Rural Vendors on road side Market



The students of marketing specialization collecting the data from the vendors in the Kotha Cheruvu market. Here they are interacting with the fruit vendors who are established there shop on the road side and their problems are recorded by the students of Sanskrithi school of Business.

Students and faculty members  
(Prof.Prasanthi, Prof.Karim) interacting with  
the small scale textile vendors to know their  
problems



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AugustANAGEMENT WEEK CELEBRATIONS  
2017

3. Road Safety Awareness Campaign



Road-Safety campaigning program Role play

by the MBA III-Semester Students

The Local Police and SSB faculty explaining the Road safety measures to the bike rider as Super Speciality Hospital, Puttaparthi.



Dr. ~~Prashanthi~~ *Prashanthi*  
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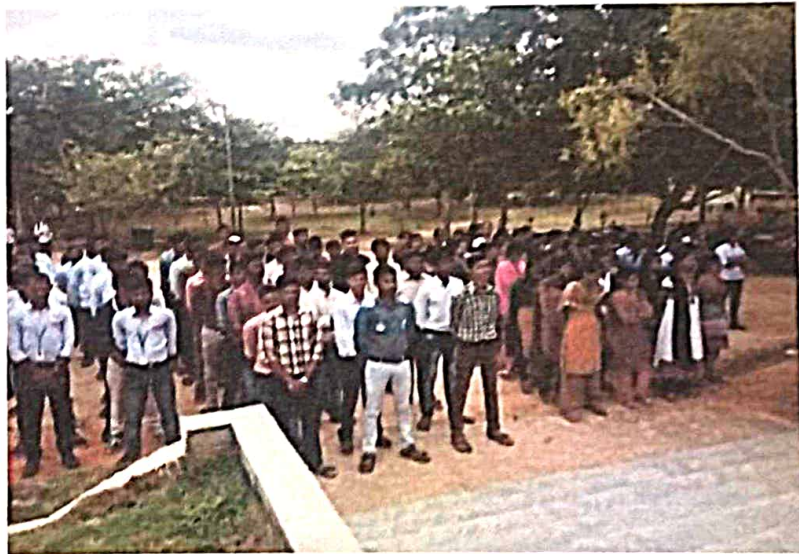
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**4.Gurukula : One with Nature - Trekking on Hillock (Learning Through**

**Adventures with Rural People )**



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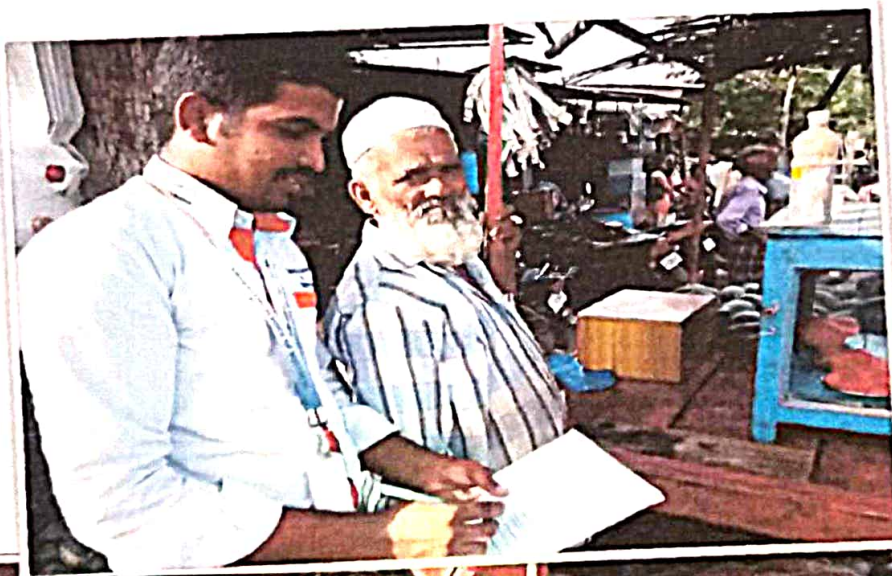
st 7,

## NATIONAL MANAGEMENT WEEK CELEBRATIONS

2017

Embarking on an educational adventure is probably the best way to have some fun-filled time and open minds to different spheres of knowledge. There are not many adventure activities apart from trekking that offer as much excitement and thrill. The urge to test one's physical endurance, discover unknown territories, understand the fragility of mountain ecology, study the existence of flora and fauna at high altitude, and learn about distinct geography is what drives people towards trekking. The senior students of Sanskrithi School of Business went on to experience one such different educational trekking mode section. Trekking is an activity that challenges the physical as well as the mental aspects of an adventure fanatic. This adventure activity offers an amazing adrenaline rush and you will be really surprised to know that trekking also leads to some permanent benefits. In the today's section, all the students have participated in ethical issues aspects and had a detailed group discussion followed by some cultural activities.

### 5. Health and Hygiene awareness



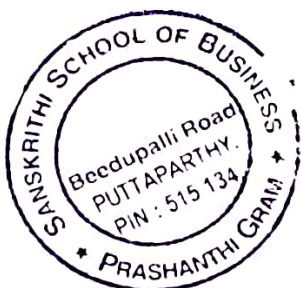
*Dr Bala Koteswari*  
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Ananthapuramu (Dist.) A.P.

August 7, 2017 TIONAL MANAGEMENT WEEK CELEBRATIONS

6. BUSINESS MODEL ON AGRI BASED PRODUCTS

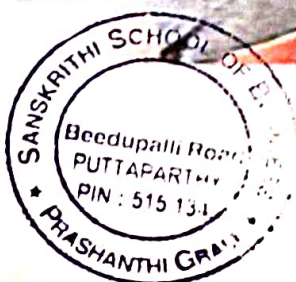


Dr. Balakrishna



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**Student is explaining the prototype Models of agriculture based product and the strategies to market. Students gathered in the Seminar Hall of SSB to participate in the program.**



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## AGRI-BUSINESS MODELS FOR RURAL FARMERS

**Statement and Objectives:** Agriculture industry specifically in India is at the crossroad of a new revolution. The entire food chain is supposed to be modernized and the production is expected to be doubled in the coming 10 years. Apart from domestic demand, this industry brings in huge export prospects.

Today the senior students of Sanskrithi School of Business gave best seminars on the agriculture life and they gave the increasing impact of globalisation and advancing technologies, the food, agrienergy and agricultural industries are in a state of expansion and evolution. And students gave some new ideas which will help the farmers.

### **Executive Summary of the Report:**

- A) Mobile Fruit processing Unit for Oranges, Guava, Rose Apple, Maize.
- B) Students suggested mini-mobile
- C) The students were brain stormed together and suggested the many agri based products to the rural farmers by extracting the essence from different fruits and crops which are cultivated in the rural area.
- D) Students suggested various innovative entrepreneurial business models to uplift the income capacity farmer.

**Students suggested extracting the essence of Jumbo fruits and various marketing strategies they have discussed in the session**



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Puttaparthi, India.

On September 16 2017, **FRESHER'S DAY** was organised by the Senior engineering students. On this occasion, newly admitted students were formally welcomed to the campus. On this occasion, senior students and Chairman, Group director and principals addressed the students on do's and don'ts in the campus .At the end of the celebrations, students organised various cultural events.



**Training programme On life skills:** Dr.Krishna, trainer on life skills, conducted a training programme for MBA students. In his talk he stressed how small and simple steps makes a big change in our life. He narrated and explained experiences of great personalities as role models.



### విద్యార్థులకు వ్యక్తిగత నైపుణ్యం అవసరం

పుట్టపర్తి ఆర్.కె.ఎస్. విద్యార్థులకు విద్యతో పాటు వ్యక్తిగత నైపుణ్యం అవసరమని చర్చనానికి దెవలమెంటు ట్రైనర్ శ్రీయేటర్ శ్రీధర్ పేర్కొన్నారు. బుధవారం పుట్టపర్తి సమీపంలోని సంస్కృతి ఇంజనీరింగ్ ఎం.బీ.ఎ. కళాశాలకు ఆయన విచ్చేశారు.



విద్యార్థులకు ప్రశంసాపత్రాలు అందజేస్తున్న శ్రీయేటర్ శ్రీధర్

ఆయన విచ్చేశారు కళాశాలలోని ఎం.బీ.ఎ. ఇంజనీరింగ్ విద్యార్థులకు వ్యక్తిగత నైపుణ్యంపై పలు సూచనలు ఇచ్చారు. ఈ సందర్భంగా విద్యార్థులచే వ్యక్తిగత నైపుణ్యంపై ప్రసంగాలు చేయించారు. ఉత్తమ ప్రసంగం చేసిన వారికి ప్రశంసాపత్రాలు అందించారు. కార్యక్రమంలో ఛైర్మన్ విజయ దాస్యరెడ్డి, ఛైర్మన్ నారాయణరెడ్డి, ప్రిన్సిపాల్ శ్రీనివాస్ ఆదాపక బృందం, విద్యార్థులు పాల్గొన్నారు.

**సాక్షి** Thursday, 12 October 2017

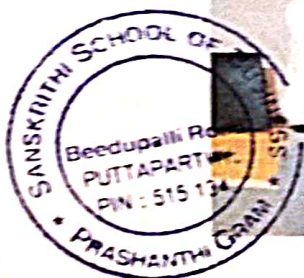
**DR. P. KRISHNA**  
Sanskriti School of Business,  
Beedupalli Road, Puttaparthi,  
PUTTAPARTHY.

### CAMPUS CONNECT:

MBA students visited Metro project of Bangalore as a part of campus connect. Students of MBA college regularly visiting various industries and sites where they learn with better practical exposure.



**Prathibha Puraskar Award:** The Andhra Pradesh Govt, give prathibha Puraskar awards every year. This year our students from MBA got the Prathibha puraskar award. It is the proud movement for the entire student and teaching fraternity for such a prestigious award got by our student. The student was facilitated by the principal and HOD.



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**Workshop: workshop on campus recruitment skills**

was organised by Sanskrithi School of Business. Mr. Sreedhar Reddy, Store Manager of Louis Phillipe Bangalore visited and acted as trainer. All MBA students actively participated in the training programme.



Special interaction with Ramakrishna Matt representatives: The representatives of Ramakrishna Matt, Kadapa visited the Sanskriti School of Business and addressed the students on value systems, human values and culture orientation of education in the need of the hour.

**ವಿಜಯವಿಲಾಸ ಕೊಡಗಿ ವಿಧ್ಯಾವಿಧಾನಿಂ ಶ್ರೇಷ್ಠಂ**

[illegible][illegible]

എന്നിവിടെ, മറ്റൊരു കോളം ഉണ്ടാകുന്നു.

Dr. Bala Koteswara

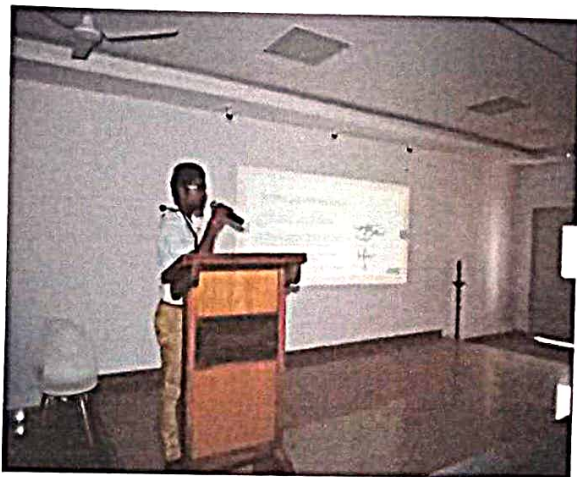
## PRINCIPAL

சமஸ்கிருதச் சாஸ்திரச் சிவகாமசுந்தரி,  
மகாபாரதம் முதலாக, மகாபாரதமுடைய,  
புத்தரின் பதிகம், 1951-54,  
கருவாரம் 444, 445, 446, 447, 448

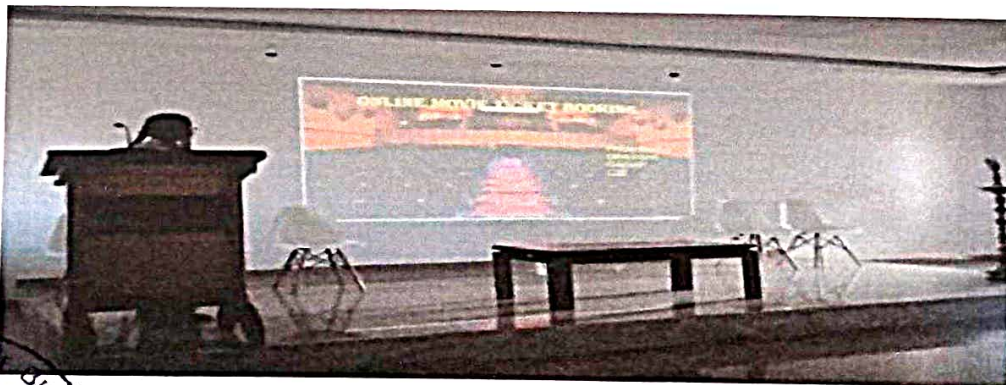


**Debate on Women empowerment:** Under the women empowerment cell of SSB, a debate is organised Among the Girl students on Social empowerment of Women. Director Prof.P. Narayana Reddy, Principal Dr.Srinivasan participated in the debate along with students. Mrs.Prashanthi, coordinator of the cell organised the programme.

**Mini Project presentation:** The first year MBA students have formed 34 teams and selected 34 themes and prepared a detailed project report on every theme. They gave a PPT presentation on every theme. For example, a project report is prepared on FMCG sector and gave presentation of the same. Similarly, students have done excellent work on Tourism and hospitality sector, dairy industry, manufacturing sector, agriculture and allied industries etc. —This exercise made the students to have better understanding about each sub element of Indian economy and business environment.



**Poster preparation:** To take the students from the routine academic activities, a poster preparation competition is organised on 28<sup>th</sup> October 2017 for the engineering students. 34 team participated during the competitions. Winners were given special appreciation certificates and mementos.



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**Food festival:** Sanskrithi School of Business organised Food Festival on 28<sup>th</sup> Oct.2017. Students not only prepared the variety of food items and exhibited for visitors. Interestingly, the neighbouring schools, and college students also visited the stalls and also poster competitions.

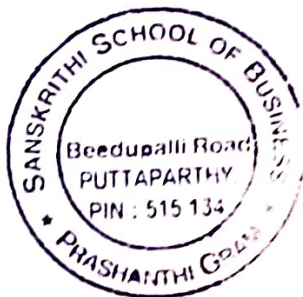


**Cultural programmes:** Students are showing a lot of enthusiasm in learning various traditional form of the country. As a part of this exercise, students are practicing classical dance form in the campus. This practice is month long activity.

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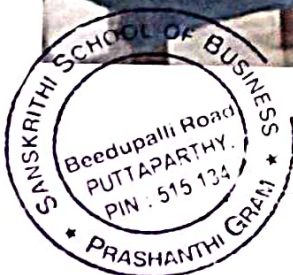
## A two day Faculty Development Programme on TRANSFORMING TEACHING

FACULTY INTO THE BEST PERFORMERS was organized on 22-12-2017 and 23-12-2017 by Sanskrithi Group of Institutions at Sanskrithi School of Engineering in collaboration with Association of Indian Management Schools.. The objective of the programme was to help improve the efficiency of the teaching learning process during the ensuing even semester of 2017 – 2018. Sessions were conducted by a group of eminent academicians across the nation.

The inaugural programme was held at seminar hall, Sanskrithi School of Engineering at

10:00 am on 22-12-2017. Ms. Anjali Nair Assistant Professor (ECE) did the compering. Dr. A. Senthil Kumar, Principal, SSE delivered the welcome address. Prof. Dr. Narayana Reddy, Group Director Sanskrithi Group of Institutions gave a special address. The inaugural address was delivered by Prof. Ramakrishna Reddy Former Vice Chancellor, S.K University. He spoke at length about the changing nature of academic landscape, evolution of teaching methodologies, How the technology is influencing the teaching learning process, The challenges for teachers in the current academic scenario, and how to tackle the challenges. His address was immensely informative and useful for the teaching community

International conference: Inaugural by Prof. Ramakrishna



Dr. Balakrishna

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Press release note in various newspapers of the  
Inauguration of International Conference Brochure

## MANAGEMENT (THROUGH TRANSFORMATION OF POLICY FRAMEWORK) FOR BETTER SOCIETY

సదస్సు ప్రచారపత్రాలను విడుదల చేస్తున్న అధ్యాపకులు

## 5న అంతర్జాతీయ సదస్సు

పుట్టవర్తి, న్యూస్ టుడే: నేటి పోటీ ప్రపంచంలో యువత రాణించాలంటే విలువలతో కూడిన విద్యతో పాటు పరివర్తన, మంచి సమాజంపై పూర్తి స్థాయిలో అవగాహన ఉంచాలని తెలియజేసేందుకు అంతర్జాతీయ సదస్సు నిర్వహిస్తున్నట్లు సంస్కృతి కళాశాల డైరెక్టర్ నారాయణ రెడ్డి పేర్కొన్నారు. మంగళవారం సంస్కృతి చింతన రింగ్ కళాశాలలో 5, 6 తేదీల్లో జరగనున్న అంతర్జాతీయ పరివర్తన, మంచి సమాజంలో సదస్సు ప్రచారపత్రాలను విడుదల చేశారు. సదస్సుకు దేశ, విదేశాలకు చెందిన మేధావులు హాజరవుతారన్నారు. దీనిలో విద్యార్థులకు పోటీ రంగంలో రాణించాలంటే ఆధునిక సాంకేతిక పరిజ్ఞానం, వ్యక్తిగత నైపుణ్యంతో పాటు పరివర్తన, మంచి సమాజంపై అవగాహన కల్పించడం జరుగుతుందన్నారు. ఈ అవకాశాన్ని యువతులు సద్వినియోగం చేసుకోవాలని కోరారు. ఈ చార్యక్రమంలో కళాశాల అధ్యాపకులు పాల్గొన్నారు.



Inauguration of International conference on 5<sup>th</sup> Jan 2018, by Prof. P Narayana Reddy, Group Director of SGI, Prof Rachana Kumar, Dean California School of management, Prof Srinivasan, Principal of Sanskrithi School of Business, Prof Sandhil Kumar, Principal of Sanskrithi School of Engineering and Prof Karimulla Basha, HOD, Sanskrithi School of Business.



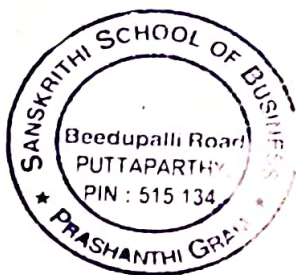
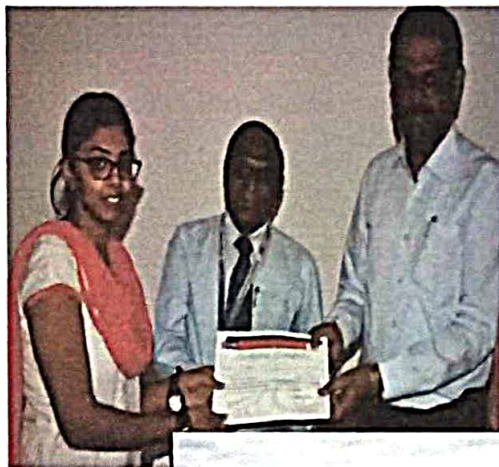
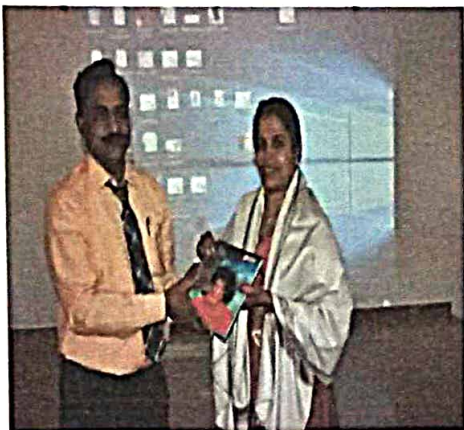
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Valedictory for the international conference on  
January 6<sup>th</sup>, 2018, by Prof. P Narayana Reddy,  
Group Director of SGI, Prof Srinivasan, Principal  
of Sanskrithi School of Business, Prof Narayana Reddy, HOD of JNTU(A)



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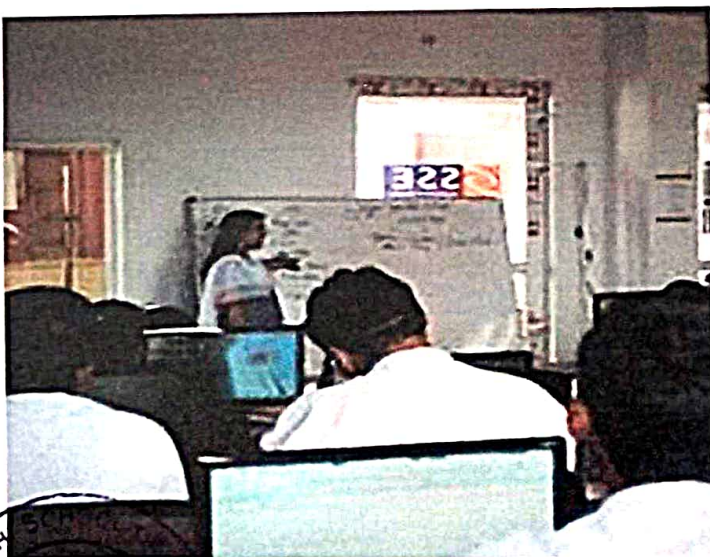
Issue of participation certificates by Prof. P Narayana Reddy, Group Director of SGI, Prof Srinivasan, Principal of Sanskrithi School of Business, Prof Narayana Reddy, HOD of JNTU(A)

Ethnic diversity adds richness to a society. In a world where everything is dependent on technology, there are still certain identities of us that are represented by what we wear, eat, believe and even celebrate. In spite of all these differences, the human race is bonded through peace and tranquillity. Ethnic day at Sanskrithi aimed at establishing the same phenomenon and thus successful in celebrating a single world. Students embraced different cultures through dressing up with costumes of different ethnicities and danced to their musical forms. Finally a lunch is hosted by management in traditional Andhra and Rayalaseema style .

### RISE THINK TANK

RISE THINK TANK is a strategic group of five people from SSE & SSB. It is a club in the organization which performs research and advocacy concerning topics of technology, sustainable energy, waste management and general management. THINK TANK meetings are conducted weekly and are hosted by Mr. Paul Spiesberger and Ms. Chloe Zimmermann. It has covered

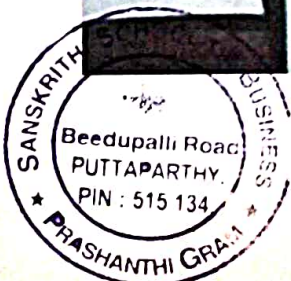
about fab lab ideas, collaboration of management studies with technology, how to use a mini computer called Raspberry Pi and developing a green campus. This week, RISE THINK hosted ways of waste management techniques (GREEN CAMPUS DAYS) by the department of chemistry and civil engineering. RISE THINK TANK is a strategic group of five people from SSE & SSB. It is a club in the organization which performs research and advocacy concerning topics of technology, sustainable energy, waste management and general management. THINK TANK meetings are conducted regularly.



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**Dr.Geetharajaram, senior professor from NMIMs, Bangalore, conducted one day workshop on accounting process through excel for MBA second year students. She also delivered an expert lecture on securitisation of asserts for first year students on 19<sup>th</sup> September 2017.**



**Mr.Pavan Kumar budding entrepreneur delivered a lecture on commercialisation of conventional crops and awareness programme on various business opportunities in agro based products.**

**Green campus:** This month RISE Austria and SGI hosted waste management techniques (GREEN CAMPUS DAYS) by the department of chemistry and civil engineering as a part of Swacha Bharath mission.



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**International exchange programmes:** Under the international collaboration between Sanskrithi group of institutions and RISE Company Vienna, Austria, two experts visited the campus to conduct various FDPs, and certificate programmes. Dr.Raoul is a computer science expert having doctorate in Distributed software development from University of —Vienna. Dr.Raoul is conducting Advanced JAVA for 2<sup>nd</sup> and 3<sup>rd</sup> year CSE students. And, he is conducting FDP programme on Agile distributed software for computer science faculty on 28<sup>th</sup> Oct.2017.



**Teachers day celebrations:** As a part of teachers day celebrations on 5<sup>th</sup> September 2017, several programmes have been organised for teachers in the campus. Carom for lady faculty members, cricket for male faculty members. All faculty happily participated and finally rich tributes were paid to Dr.sarvepalle Radhakrishna in the valedictory function. Mrs.Prashanthi of Sanskrithi School of Business was given best teacher award for this year. Mr. Manian of mathamatics and Humanities dept in Sanskrithi School of Engineering were given best teacher award.



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**Conventional agriculture- A new business model:** There is a lot of debate is going on in the society on the burning problems faced by the agriculture sector in the recent days. Various alternative models are being thought of. On 13<sup>th</sup> September Mr.Nagaraju and Mr.Sreenivasulu reddy presented an awareness campus on conventional agriculture-A new business models. They suggested that there is a better business models even with conventional agriculture.

**World fashion day celebrations:** The sanskrithi Group of Institutions celebrated world fashion day on 23<sup>rd</sup> September 2017. Students from departments presented with various traditional dresses with various cultural backgrounds. On this occasion chairman Mr.vijay B.Reddy addressed the students and faculty about the fashion with dignity.



**SANSKRITHI GROUP OF INSTITUTIONS**  
Puttaparthi **SSB**

**FASHION DAY - SANSKRITHI WAY**

venue: SGI Campus  
Date : 23<sup>rd</sup> -SEP -2017  
Timings : 2 pm-5pm

1st-   
2nd-   
3rd- 

**sponsored by -The Management**



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**Cultural programmes:** Students are showing a lot of enthusiasm in learning various traditional form of the country. As a part of this exercise, students are practicing classical dance form in the campus. This practice is month long activity.



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**KARVY – SEAL (STUDENT ENGAGEMENT AND APPLIED LEARNING) PROGRAM,  
2 DAY FINANCIAL WORKSHOP ON 8<sup>TH</sup> & 9<sup>TH</sup> November 10, 2017**

**Mr. Karunakar Kadali** Senior Manager – Training and Development Karvy Stock Broking Limited has more than 18 years of industry experience. He has got extensive experience in handling back-office operations of Depository Services & Broking. Currently he is part of Training & Development team of Karvy Stock Broking Limited providing training to new recruits & existing employees. He also actively participates in training & educating students of various business management colleges & institutions. He is a commerce graduate and done is PGDBA from Symbiosis, Pune.

**Participants:** SSB MBA II Year 115 Students and **The workshop mission is to:** Trading Strategies for investing in Stock Markets, stock market for beginners, career oriented courses in stock market, how to make career in financial market, how to get job in financial market.

**Certificates distribution**

In this the session consists 16 hours of training spread across 2 days & cover topics such as **depository, financial market, ratio analysis, mutual funds and derivatives**. The trainer gave in depth knowledge of Indian financial market. Students actively engaged in discussion with the trainer and learn stock trading on live plat form. The students got the advantages of practical knowledge of trading and certificate of completion of workshop. They offered to our students to Join Karvy as Interns. The Internship is a 2-3 months Program for those, who are keen to pursue their career in the finance industry.

**మార్కెటింగ్లో సత్తా చాటండి**



కార్యక్రమం పాల్గొన్న విద్యార్థులు

విద్యార్థులకు ఈ రోజు ప్రాంతీయ స్థాయిలో కార్యక్రమం నిర్వహించబడింది. ఈ కార్యక్రమంలో విద్యార్థులు మరియు తరఫుదారులు పాల్గొన్నారు.

కార్యక్రమం కోసం విద్యార్థులు మరియు తరఫుదారులు పాల్గొన్నారు. ఈ కార్యక్రమంలో విద్యార్థులు మరియు తరఫుదారులు పాల్గొన్నారు.



**షేర్ మార్కెట్ పై ఎంబీఏ విద్యార్థులకు అవగాహన**

ప్రతిభా శక్తి

ఎంబీఏ విద్యార్థులు ఈ కార్యక్రమంలో పాల్గొన్నారు. ఈ కార్యక్రమంలో విద్యార్థులు మరియు తరఫుదారులు పాల్గొన్నారు.



కార్యక్రమం పాల్గొన్న విద్యార్థులు

విద్యార్థులు మరియు తరఫుదారులు పాల్గొన్నారు. ఈ కార్యక్రమంలో విద్యార్థులు మరియు తరఫుదారులు పాల్గొన్నారు.



*Dr. Balakrishna*

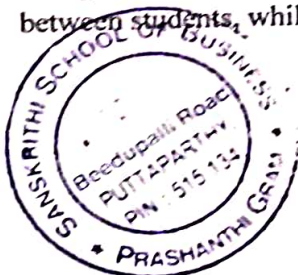
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**Two Day Faculty Development Program: 24th and 25<sup>th</sup> on Data Analytics using SPSS and R Software.** There was a two days faculty development program held at Sanskrithi School of Business on 24,25th November 2017. There were nearly 39 faculties who have come across the Anantapur district from various institutions for the FDP. The program was on Data Analytics using SPSS and R Software. The Chief guest are Dr. Maheshwar Reddy, Professor - National Institute of Tourism and Health Management and Mr. P Mohan Eminent IT Consultant from HBS.



**Poster Presentation Competition: 17<sup>th</sup> Nov 2017:** There was a colourful poster presentation competition by Students of I year MBA students on various concepts like soil erosion, climate change, Save child, Jai Jawan, Food safety and security etc. There was full of enthusiasm between students, while explaining the concepts to the guests and evaluation team.



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**Children's Day Celebrations: 14<sup>th</sup> Nov:** Students of SSB and SSI have participated in the celebrations of Children's Day at Beedupalli Government School with SSC Batch Students. Our Sanskritians have celebrated by gifting the exam pads, stationaries and Snacks to all the SSC students. Had a wonderful day with lot of fun and joy.

**Cooking & Trekking: 4<sup>th</sup> Nov** Students of Sanskrithi Business had a special day with new classic event titled Cooking & Trekking at Pedaballi in Farm house. Students all enjoyed with fun and games with yummy filled tummy items made by Student themselves.



Group Director, delivered a lecture on excellence :A way of life, at ICBM B School Hyderabad on 30th Nov 2017



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Group Director, Attended the Southern Regional Round Table Conference of AIMS at Coimbatore on 11<sup>th</sup> Nov.2017.



ಗಾಂಧೀಜಿ ಪ್ರತಿಜ್ಞೆ ಎಂತಾ ವಾಚ್ಚೊ

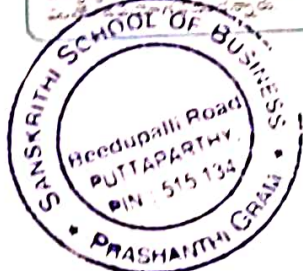
[illegible]

A photograph showing a group of students sitting in yellow bleachers during a school assembly. In the foreground, a student in a red shirt and blue jeans is walking towards the camera. Other students are seated in the background, some looking towards the camera and others looking away. The setting appears to be an indoor gymnasium or auditorium.

పదస్థులో పాల్గొన్న చైర్మన్ విజయభాస్కరరెడ్డి

పట్టపర్తి ఆర్ఎస్. ఎస్సీయూ డిజి విముక్తా యూనివర్సిటీ ఆఫ్ ఇండియాలో పాఠ్యాంశాలపై జేపీఎస్ విముక్తా-2017 ఎలెక్షన్లపై వార్తాత్రిపురీ పార్టీని, బురుగూరి రెడ్డి వర్గీయులు పట్టపర్తి సమీపంలోని సుమర్లపేట ఎలక్షన్లోని కళాశాల డైరెక్టర్ విజయవాసరెడ్డి ఆధార విముక్తా యూనివర్సిటీ ఆఫ్ ఇండియా పేరుకు ప్రజలను గొప్ప చేసి సుమారు గూగుల్, బలాల్లో నిర్వహించిన వార్తాత్రిపురీ పార్టీని గొప్పచేరి జేపీఎస్ఎల్ఎన్ఓ ద్వారా అపహరణం. రాజ్యం కాలంలో నెలకొని విద్యార్థులపై విద్యార్థులకు విముక్తా యూనివర్సిటీ ఆఫ్ ఇండియా పేరుకు వార్తాత్రిపురీ ఆధారం కలిగి ఉంది.

**సాక్షి** This is the number of the  
 newspaper published today. 123456789



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**Guest Faculty: 17<sup>th</sup> Nov, 2017:** Sanskrithi School of Business had a special guest of honor today Dr. Madhurani Gowda - Transformational Trainer & Founder Director, Queen's Global Management Solutions. Took special class to all our 1 Year MBA Students on global communication from academics to corporate sector,

## కమ్యూనికేషన్ స్కిల్తో ఉద్యోగావకాశాలు

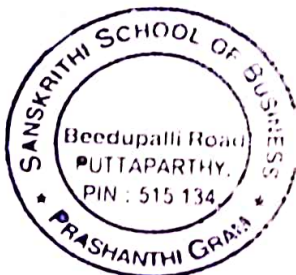


### అవగాహన కల్పిస్తున్న ప్రొఫెసర్ మాధురిగాడ్

పుట్టపర్తి అర్చన: ప్రతి విద్యార్థి కమ్యూనికేషన్ స్కిల్ పెంచుకోవడం ద్వారా ఉద్యోగావకాశాలు పుష్కలంగా వస్తాయని గ్లోబల్ కమ్యూనికేషన్ స్కిల్ ట్రైనర్, మైసూర్ కాలేజీ డైరెక్టర్ మాధురిగాడ్ అన్నారు. శుక్రవారం తమ పుట్టపర్తి సమీపంలోని సంస్కృతి కళాశాలకు విచ్చేశారు. ఎంట్రీ, ఇంటర్మీడింగ్ విద్యార్థులకు కమ్యూనికేషన్ స్కిల్పై అవగాహన కల్పించారు. చాలా మంది విద్యార్థులు ఇన్ఫర్మేషన్ టెక్నాలజీతో ఉద్యోగావకాశాలను కోల్పోతుంటారన్నారు. సెల్స్ రాన్సిడెన్స్, స్కిల్స్ పెంచుకోవాలన్నారు. కార్యక్రమంలో డైరెక్టర్ విజయవాస్యకర్తెడ్డి, డైరెక్టర్ డార్లర్ నారాయణరెడ్డి, ప్రెసిడెంట్ డార్లర్ శ్రీనివాసన్ పాల్గొన్నారు.

**సాక్షి**

Sat, 18 November 2017



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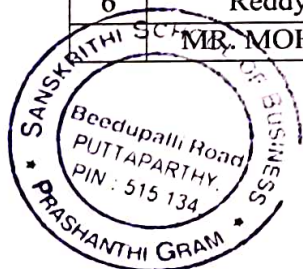
## GUEST LECTURES

### SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

**Academic Year 2017-18 Odd Semester**

#### **Guest Lecture Details**

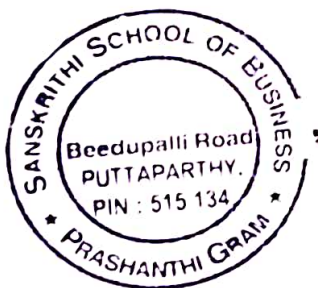
| S.No | Speaker name         | Designation & Place                                                 | Date        | Topic                                                                   |
|------|----------------------|---------------------------------------------------------------------|-------------|-------------------------------------------------------------------------|
| 1    | DR.ALBERT FERRER     | Professor                                                           | 08.08.2017  | Human Values And Professional Ethics                                    |
| 2    | Prof.Geetha.         | Professor @ Indus Business school, Bangalore                        | 18.09.2017  | One Day Work Shop Financial Modelling Through Excel                     |
| 3    | MR.NAGA RAJU         | Renowned Person In Organic Farming                                  | 13.09.2017  | Management Concepts On Agriculture And Allied Sectors                   |
| 4    | Ms. CHRISTIANE,      | Professor, Environment Engineering, Vianna University               | 22.10.2017  | Energy Management With Reference To Iso 5001                            |
| 5    | Mr. Karunakar Kadali | Senior Manager – Training And Development                           | 8/9.11.2017 | Karvy – Seal (Student Engagement And Applied Learning) Program -Two Day |
| 6    | Reddy*               | Karvy Stock Broking Limited                                         | 24/25.11.17 | Work Shop On Financial Markets                                          |
|      | Dr.D.Maheswar        | *Professor (National Institute Of Tourism & Hospitality Management, |             | FDP ON DATA ANALYTICS                                                   |
|      | MR. MOHAN'           | Hyderabad)                                                          |             | USING R And SPSS                                                        |



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|    |                         |                               |                  |                                   |
|----|-------------------------|-------------------------------|------------------|-----------------------------------|
|    |                         | 'CORPORATE<br>TRAINER FOR     |                  |                                   |
|    |                         | R SOFTWARE                    |                  |                                   |
|    |                         | Ex- Azim Premji               |                  | Faculty Development               |
| 7  | Prof. Joshi             | Foundation And                | 22/23.12.17      | Programme On "Paradims<br>In      |
|    |                         | Prof.Rama Krishna             |                  | Education, Reflective<br>Teaching |
|    |                         | Reddy, Ex-VC, SKU,            |                  | And Ethics Of Teaching"           |
|    |                         |                               |                  | —Management (Through              |
| 8  | Dr.Rachana Kumari       | Dean, Colifornia School<br>Of |                  | Transformation Of Policy          |
|    |                         | Management, USA               | 5/6/.01.201<br>8 | Framework) For Better<br>Society  |
| 9  | Mr. Sudheer             | CEO Of Mudar Group            | 16.03.2018       | Meet Your Entrepreneur            |
|    |                         |                               |                  | Marketing And Business            |
| 10 | Mr. Paul<br>Spiceberger | Associate, Rice, Vianna       | 21.03.2018       | Operations Through The            |
|    |                         |                               |                  | Specified Apps                    |

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## FAREWELL FOR SENIOR STUDENTS OF SSB

### అంబరాన్నంటిన సంబరాలు

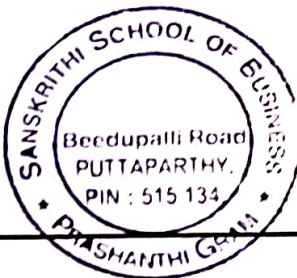
#### • 2016-18 ఎంబీఏ విద్యార్థుల వీడ్కోలు కార్యక్రమం

పుట్టపర్తి అర్యన్: పుట్టపర్తి సమీపంలోని సంస్కృతి స్కూల్ ఆఫ్ బిజినెస్ లో మిక్స్ పా-2018 సంబరాలు అంబరాన్నంటాయి. 2016-18 బ్యాచ్ కు చెందిన ఎంబీఏ విద్యార్థులు ఆదివారం మిక్స్ పా పేరుతో వీడ్కోలు కార్యక్రమాన్ని మునంగా నిర్వహించారు. ఈ సందర్భాన్ని పురస్కరించుకొని పలు సాంస్కృతిక కార్యక్రమాలు, ఆటల పోటీలు నిర్వహించారు. మొదట కళాశాలకు ముఖ్య అతిథిగా విచ్చేసిన పవన్ రెడ్డి, చైర్మన్ విజయభాస్కర్ రెడ్డి, డైరెక్టర్ డాక్టర్ నారాయణ రెడ్డి, ప్రెసిపిటల్ డాక్టర్ కామేశ్వరరావు తదితరులు ప్రసంగించారు. మేనేజ్ మెంట్ విద్య ఒక కళ లాంటిదన్నారు. కార్పొరేట్ రంగంలో మేనేజ్ మెంట్ విద్యార్థుల పాత్ర కీలమైందన్నారు. పలువురు సీనియర్ విద్యార్థులు తమ కళాశాలలోని భావాలను సంతోషంగా పంచుకున్నారు. సంస్కృతిలో చేరడం ఒక చక్కటి అవకాశమని, ఇక్కడ నేర్చిన ప్రాక్టికల్ నాలెడ్జ్ ఉద్యోగ అవకాశాలలో ఎంతో దోహద పడుతుందన్నారు. క్యాంపస్ సెలక్షన్ లలో ఎంపికైన



#### విద్యార్థులకు బహుమతి ప్రధానం చేస్తున్న కళాశాల యాజమాన్యం

పలువురు విద్యార్థులు తమ మనోభావాలను విద్యార్థులతో పంచుకున్నారు. ప్రశాంతి బృందం విద్యార్థులు నిర్వహించిన కూచిపూడి నాట్యం అబ్బురపరిచింది. అనంతరం పలు డ్యాన్స్ లతో విద్యార్థులు హోరెత్తించారు. సంగీత కచేరి, నృత్యాలు, అంత్వాక్షరి, క్రికెట్ పోటీలు నిర్వహించారు. ప్రతిభ కనబరిచిన విద్యార్థులకు బహుమతులు అందించారు. ఫ్యాకల్టీ మెంబర్స్ వురు షోత్తమాచారి, ప్రశాంతి, కోఆర్డినేటర్స్ గిరిదర్ రెడ్డి, భార్గవరాముడు, వినోద అశోక్, గోవర్ధన్, ప్రత్యూష, శ్రీనివాస్, శోభ, అనంతలక్ష్మి పాల్గొన్నారు.



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## మార్కెటింగ్ విధానంలో నూతన ఒరవడి



### వర్క్ షాపుకు విచ్చేసిన ప్రతినిధులు

పుట్టపర్తి అర్హస్: మారుతున్న చాలానికీ అనుగుణంగా మార్కెటింగ్ విధానంలో నూతన ఒరవడి సృష్టించి లాభాలను ఆర్జించవచ్చని సంస్కృతీ స్కూల్ ఆఫ్ బిజినెస్ డైరెక్టర్ డాక్టర్ నారాయణరెడ్డి అన్నారు. గురువారం పుట్టపర్తి సమీపంలోని సంస్కృతీ స్కూల్ ఆఫ్ బిజినెస్ లో కరెంట్ ట్రెండ్స్ ఇన్ మార్కెటింగ్ అనే అంశంపై వర్క్ షాపు నిర్వహించారు. ప్రస్తుత పోటీ ప్రపంచంలో సోషల్ మీడియాను వినియోగించి ఏవిధంగా మార్కెటింగ్ చేయవచ్చనే అంశంపై చర్చించారు. పోటీ తత్వాన్ని ఎదుర్కోవడానికి ప్రతి విద్యార్థి అప్ డేట్ అవ్వాలన్నారు. మార్కెటింగ్ విధానాలపై సూచనలను ప్రాజెక్టర్ ద్వారా ప్రదర్శించారు. ఎంబీఏ మొదటి సంవత్సరం విద్యార్థులు అనుమానాలను నివృత్తి చేసుకున్నారు. ఔర్మన్ విజయభాస్కర్ రెడ్డి, ట్రినిటీ పాల్ డాక్టర్ కామేశ్వరరావు, ఫ్యాకల్టీ కోఆర్డినేటర్ రాజశేఖర్ తదితరులు పాల్గొన్నారు.

సాక్షి Fri, 11 May 2018  
epaper.sakshi.com/c/2857544

ONE DAY WORKSHOP

—DIGITAL TRENDS IN

MARKETINGI

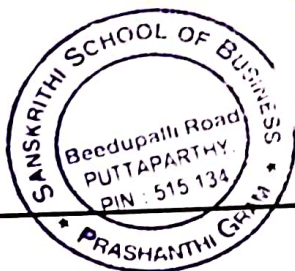
10-05-2018

## సంస్కృతీ విద్యాలంతో మార్కెటింగ్ లో రాణించాలి

పుట్టపర్తి, మార్చి 10: వినియోగదారుల అవసరాలను అర్థం చేసుకోవడం, అమ్మకాలను పెంచడం, మార్కెటింగ్ నిర్వహించడం, నేటి పోటీలో రాణించాలి. యువ సూతన ప్రయోగాల వైపు దృష్టి సారించాలన్నారు. మార్కెటింగ్ కేంద్రాలలో కేంద్రీకరించిన రాజశేఖర్, అవ్వలపాడు వారు సంస్కృతీ విద్యాలంతో కలిసి ఈ కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా పుట్టపర్తి స్కూల్ ఆఫ్ బిజినెస్ డైరెక్టర్ డాక్టర్ నారాయణరెడ్డి మాట్లాడుతూ, మార్కెటింగ్ లో రాణించాలి అంటే మార్కెటింగ్ నిర్వహించడం, అమ్మకాలను పెంచడం, మార్కెటింగ్ నిర్వహించడం, నేటి పోటీలో రాణించాలి. యువ సూతన ప్రయోగాల వైపు దృష్టి సారించాలన్నారు. మార్కెటింగ్ కేంద్రాలలో కేంద్రీకరించిన రాజశేఖర్, అవ్వలపాడు వారు సంస్కృతీ విద్యాలంతో కలిసి ఈ కార్యక్రమం నిర్వహించారు.

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By  
Mr. Paul Spiceberger, Associate,  
RICE, Vianna

**By**

Mr. Paul Spiceberger, Associate,  
RICE, Vienna



పరిస్థితి ప్రసింగిష్టత్యం అందుకు పోలే స్పష్టం

అభిరుచులకు అనుగుణంగా ఉత్పత్తులు

అధిరూపలకు అనుబంధములు

ಪಾಠ್ಯ ಬೆಂಕಿ ಸುಕರ್ಯಂತನ ಲಘುವೃತ್ತಿ

[illegible]

మార్కెటింగ్ సూచనలు వస్తున్న పాలి స్టోల్స్

తెలుగువారికి ఎంతో ఉపయోగపడతాయని భావించి, వాటిని విజయవాడలో ఉన్న వారికి పంపిణీ చేయాలని నిర్ణయించారు. వాటిని విజయవాడలో ఉన్న వారికి పంపిణీ చేయాలని నిర్ణయించారు.



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Ananthapuramu (Dt.) A.P.**

## ఒడిదుడుకులు అధిగమిస్తే లక్ష్యాన్ని చేరుకోగలం

పుట్టుపత్తి అల్పమే ఏ వ్యాపారులలోనైనా లభించును. అధిగమిస్తే లక్ష్యాన్ని చేరుకోగలమని ఆధునిక టెలివిజన్ అయిల్ ఎక్స్‌పోజర్ ముదార్ ఎక్స్‌పోజర్స్ డైరెక్టర్ సుధీర్ అగ్గారు గురువారం పుట్టుపత్తి సమీపంలోని సీలస్పైట్ స్కూల్ ఆఫ్ బిజినెస్ లో టెలి అయిల్ ఎంటర్ ప్రెనూర్ల కార్యక్రమం డైరెక్టర్ విజయ భాస్కర్‌తో సమన్వయంతో జరిగింది. ఈ సందర్భంగా సుధీర్ మాట్లాడుతూ సామాన్య కుటుంబం నుంచి వచ్చి ప్రస్తుతం ఎక్స్‌పోజర్‌గా తన అనుభవాలను విద్యార్థులకు పంచారు. ఏ వ్యాపారులలోనైనా నాణ్యతను పాటించడం సమయోపయోగంగా ప్రజలకు అందించడం, దరల నియంత్రణ తదితర కారణాలతో మంచి వ్యాపారవేత్తగా ఎదిగవచ్చన్నారు.



ముదార్ సుధీర్‌ను సన్మానిస్తున్న సంస్కృతి కళాశాల యాజమాన్యం

కార్యక్రమంలో డైరెక్టర్ దాశర్ నారాయణరెడ్డి, ప్రిన్సిపాల్ కామేశ్వరరావు, 300 మంది ఎంటర్ ప్రెనూర్లు పాల్గొన్నారు.

సంకల్ప బలం 16 మార్చి 2018  
పుట్టుపత్తి, అయిల్ ఎంటర్ ప్రెనూర్ల కార్యక్రమం

## ONE DAY PROGRAMME

16, MARCH 2018

—MEET YOUR

ENTREPRENEUR

By: Mr. SUDHEER, CEO OF MUDAR

GROUP

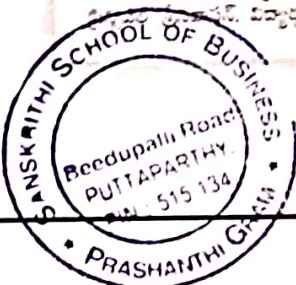
## పోటీతత్వంతోనే మార్కెటింగ్‌లో రాణింపు

పుట్టుపత్తి, స్టూడియో: నేటి పోటీ ప్రపంచంలో యజ్ఞత మార్కెటింగ్ రంగంలో రాణించాలి. నూతన ఉత్పత్తుల వైపు వ్యక్తి సామర్థ్యం ముదార్ ఎగ్జిక్యూటివ్ సెక్షన్ నీతావో సుధీర్‌తోమార్ పెర్సన్లను గురువారం సున్నం ఎంటర్ ప్రెనూర్లలో మార్కెటింగ్ రంగం, ఉత్పత్తుల తయారీ సమస్యల జరిగింది. సభాపతి డైరెక్టర్ విజయభాస్కర్‌తో ప్రారంభించారు. వినియోగదారుల అభిరుచులను అనుగుణంగా సరికొత్త ఆలోచనలతో నూతన ఉత్పత్తుల తయారీపై పలు సందర్శనలు మారుతున్న అభిరుచులను అనుగుణంగా నూతన పుష్కల ఉత్పత్తుల తయారీపై వ్యక్తి పెర్సన్లను కల్పిస్తామి. ఆత్మవిశ్వాసంతో ఉన్నత స్థాయికి చేరుకున్నానని ఆయన తన అనుభవాలను వివరించారు. ఈ సమయంలో ప్రసాద కనుగొన విద్యార్థులకు ప్రోత్సాహ బహుమతులు అందజేశారు. ఈ కార్యక్రమంలో డైరెక్టర్ నారాయణరెడ్డి, ప్రిన్సిపాల్ కామేశ్వరరావు, 300 మంది ఎంటర్ ప్రెనూర్లు పాల్గొన్నారు.

Dr. Balakrishna

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## A TWO DAY INTERNATIONAL

### PROGRAMME

05 – 06 January 2018

—MANAGEMENT (THROUGH  
TRANSFORMATION OF POLICY  
FRAMEWORK)

FOR BETTER SOCIETY —

Dr.Rachana kumar , Dean, Colifornia School of

Management, USA



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**A TWO DAY FACULTY DEVELOPMENT  
PROGRAMME**  
on "Paradims in Education, Reflective Teaching and  
Ethics of Teaching"

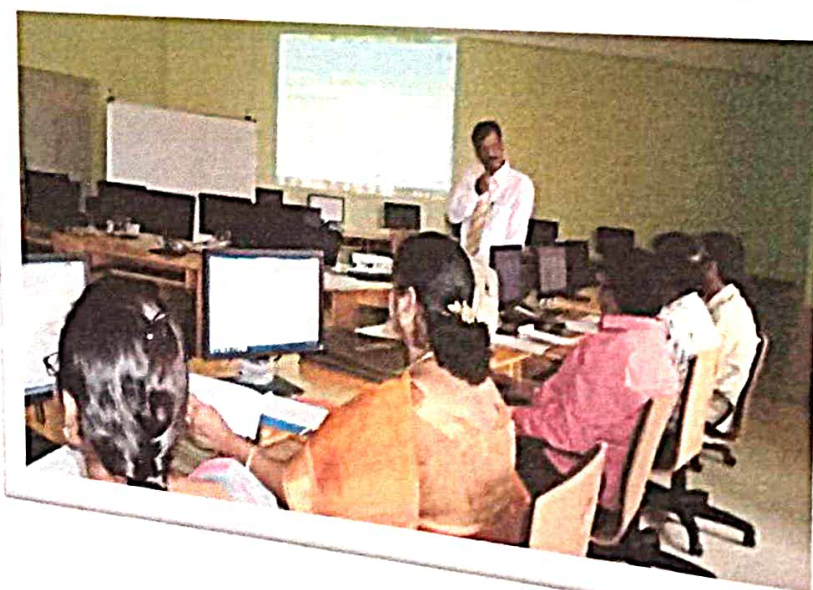
By: Prof. Joshi, Ex- Azim Premji Foundation and  
Prof. Rama Krishna Reddy, Ex- VC, SKU, Ananthapur



*Dr. B. Lakshmi*

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Ananthapuramu (Dist.) A.P.





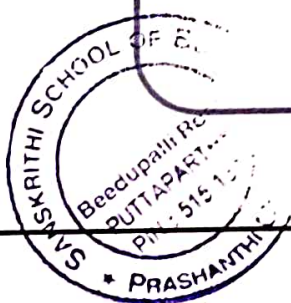
**FDP ON DATA ANALYTICS USING R and SPSS  
TWO DAY 24 and 25 NOVEMBER 2017**

By: 1. Dr.D.Maheswar Reddy (Professor National  
Institute of Tourism & Hospitality Management, Hyderabad)  
2) MR.MOHAN,CORPORATE TRAINER FOR R SOFTWARE

*Dr. Balakrishna*

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PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.



## TWO DAY WORK SHOP ON FINANCIAL MARKETS

8<sup>TH</sup> & 9<sup>TH</sup> November 10, 2017

SSB students had an interactive and demo explanation on stock market with live

streaming. There was so much interesting facts to know and learn about the stock market. It's a hope of earning money's with certain profits - said by Mr. Parthasarathy and Mr. Vema Reddy students of MBA II year's.



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## ONE DAY WORKSHOP HUMAN VALUES AND

### PROFESSIONAL ETHICS

ON 8TH, AUGUST, 2017

Special Guest in Sanskriti School of Business Mr. Albert Ferrer from Europe...

Sanskritians were guided on the topic Human Values and Professional Ethics for upcoming managers... Students were more interested to ask questions and wanted to have such interactive sessions...



*Dr. Rakesh K. Reddy*  
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PUTTAPARTHY - 515134,  
Ananthapuram Dist. T.S.P.



### A TWO DAYS NATIONAL LEVEL FDP

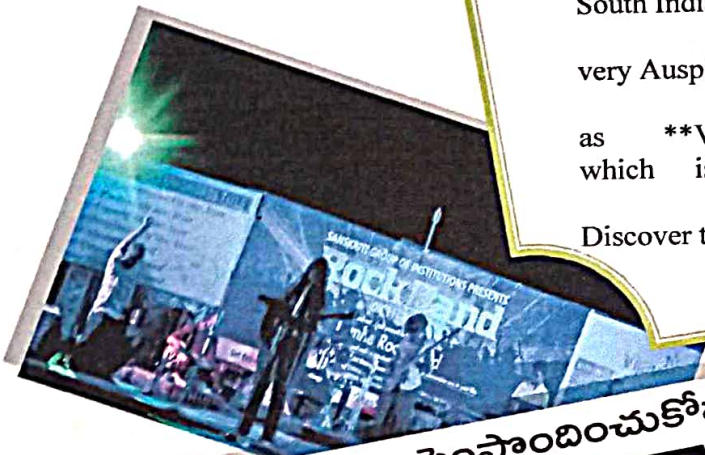
**on Case Method of Teaching, Writing and Business Game Exercise:** FDP on "Case Method of Teaching, Writing and Business Game Exercise, conducted in my B-School with IIMB retired professor Prof. Ramesh Tagat sir on 28th and 29th January – 2017.



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Discover the URGE in YOU...



నైపుణ్యాలు పెంపొందించుకోవాలి

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అలరించిన రాక్ బ్యాండ్ సంగీతాత్మకం

ಮಾನ್ಯರಾದ ಸದಸ್ಯರುಗಳು ಮಾನ್ಯರಾದ ಮೈತ್ರಿ ಪಕ್ಷಗಳ ಸದಸ್ಯರುಗಳೊಡನೆ ಒಂದೇ ರೀತಿಯಲ್ಲಿ ವರ್ತಿಸುವಂತೆ ಮಾಡುವುದು ಮತ್ತು ಪ್ರತಿಪಕ್ಷಗಳನ್ನು ಕೂಡಿಸಿ ಅವುಗಳನ್ನು ಒಂದುಗೂಡಿಸುವುದು ಎಂಬುದು ಈಗಿನ ದಿನಗಳಲ್ಲಿ ಅತ್ಯಾವಶ್ಯಕವಾಗಿರುವುದು ಎಂದು ಹೇಳಿದರು.

- కాపాడుకోవడానికి చాలామంది ప్రయత్నించారు.
- నందమూరి బాలకృష్ణ ముగిసిన మేనేజ్మెంట్ వర్క్

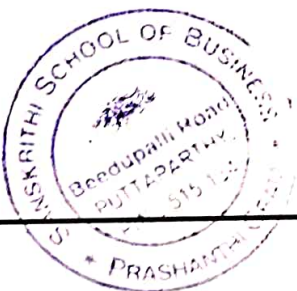
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Dr. Balakrishna

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**Ananthapuramu (Dt.) A.P.**



**ONE DAY NATIONAL LEVEL FACULTY  
DEVELOPMENT PROGRAM**

14th April 2017

on  
**GOAL SETTING AND MOTIVATION**

Ms. Sarika Rangani, Founder

- 'The You Q', A  
Personality  
Development Trainer



*Dr. Balakrishna*

**PRINCIPAL**

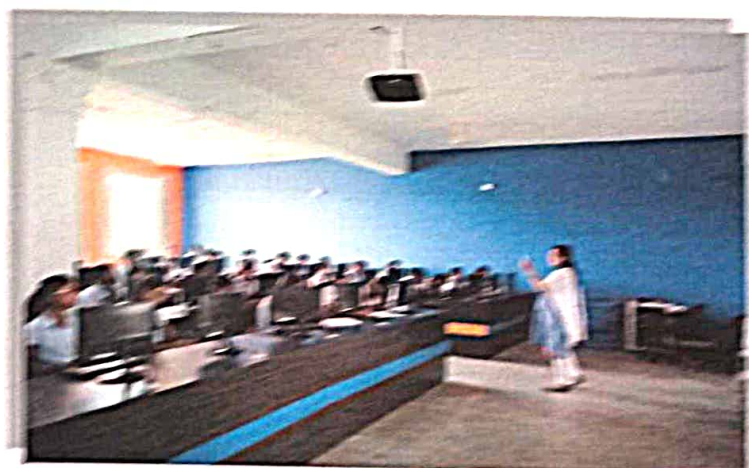
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PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.





The Guest Lecture by Dr.  
Geetha M. Rajaram from Reva

University Bangalore  
On 18-09-2017  
—Cost Management and  
Securitization of Assets—



*Dr. Balakrishna*  
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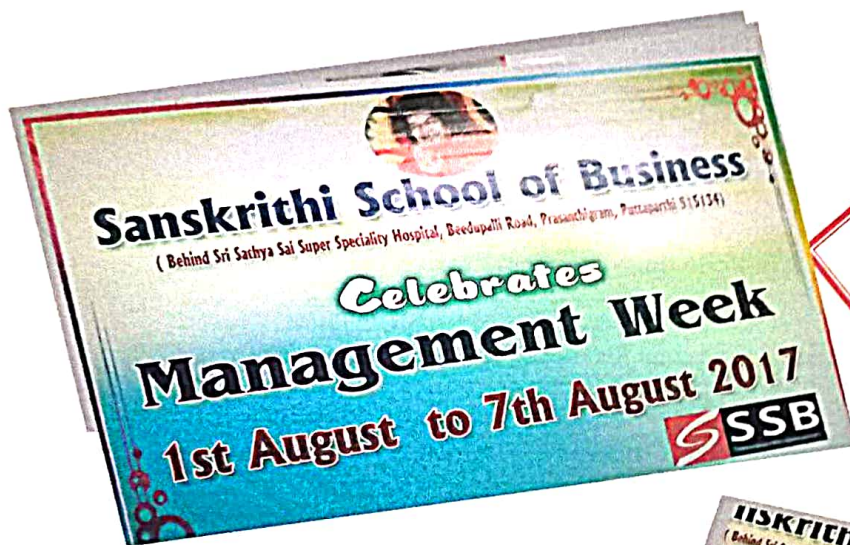
Sanskriti School of Business,  
Beebudupalli Road, Prasanthnagar,  
PUTTAPARTHI - 515134,  
Ananthapuramu (DL) A.P.

## One Week Management

August 1st to 7th August, 2017

Sanskrithians Conducts

Management Week for New Batch...Dr.P.Narayan Reddy Group Director of sanskrithi Group of Institutions gave a motivational speech to students for conducting such an event for new comers...



Dr. Balakotam

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Ananthapuram District, A.P.